

Unplugged: Digital Detox for a Cause

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2019 SocENT SLX Presentation

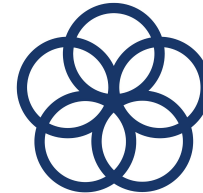


UN Sustainable Development Goals

- **Reduced Inequalities**
- **Quality Education**
- **Partnership for the Goals**



17 PARTNERSHIPS
FOR THE GOALS



1

Issue

Connecting two problems to develop a solution for both





Technology Addiction



- **3 out of every 4 kids**
- **71% of 18-24 year olds are addicted**



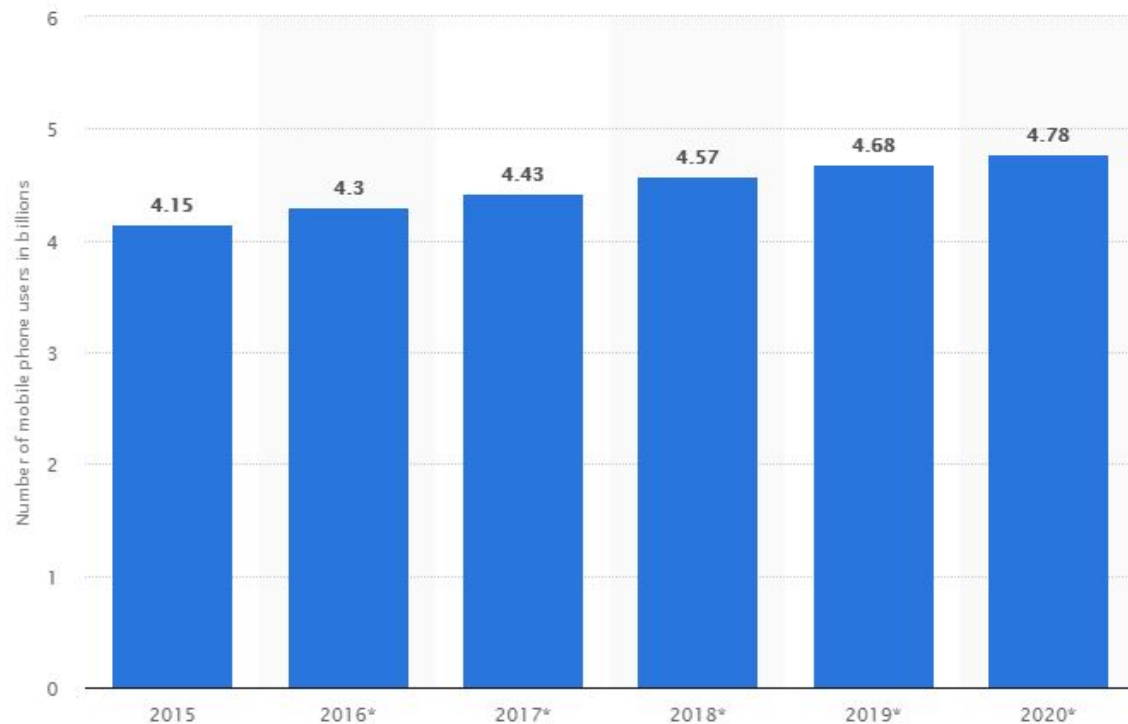
2600 minutes

~\$2400

\$650 Billion



Phone Ownership



Smartphone Ownership Highest Among Young Adults, Those With High Income/Education Levels

% of U.S. adults in each group who own a smartphone

| All adults | 64% |
|-----------------------|-----|
| Male | 66 |
| Female | 63 |
| 18-29 | 85 |
| 30-49 | 79 |
| 50-64 | 54 |
| 65+ | 27 |
| White, non-Hispanic | 61 |
| Black, non-Hispanic | 70 |
| Hispanic | 71 |
| HS grad or less | 52 |
| Some college | 69 |
| College+ | 78 |
| Less than \$30,000/yr | 50 |
| \$30,000-\$49,999 | 71 |
| \$50,000-\$74,999 | 72 |
| \$75,000 or more | 84 |
| Urban | 68 |
| Suburban | 66 |
| Rural | 52 |

Combined analysis of Pew Research Center surveys conducted Dec. 4-7 and Dec. 18-21, 2014.

PEW RESEARCH CENTER



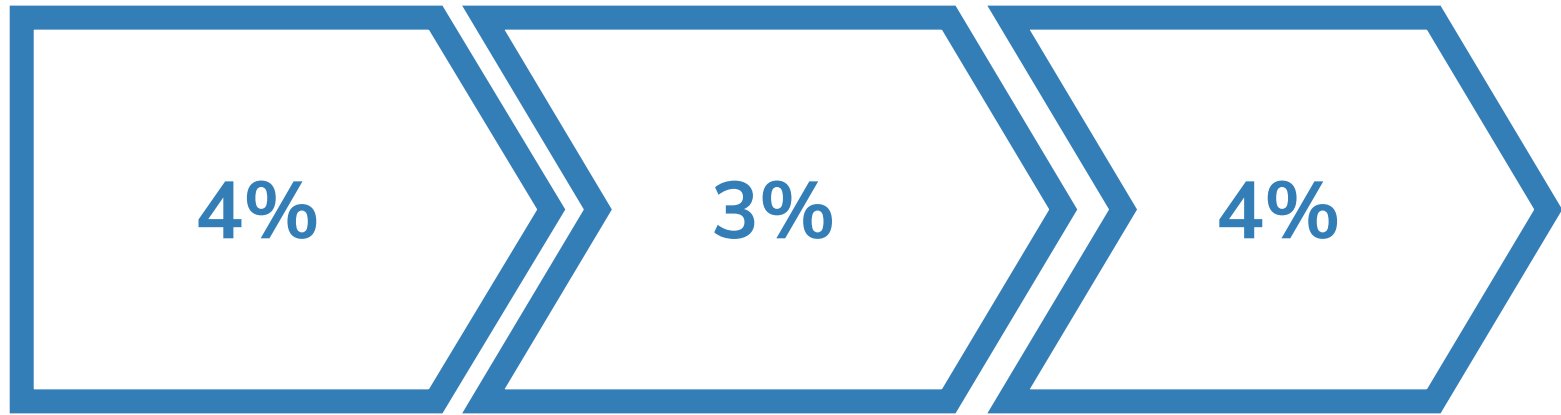
Phone Usage





Startup Failure Rate Statistics

Over 50 percent of small startups fail in four years.





Startup Finance Statistics

82%

82%

27%



Pain Point Factors

- Lack of effective communication between donors and recipients
- Technology addiction in youth and young adults



Target Audience

Recipients:

- Smartphone Users
- Local youth and young adults trying to get off their phones

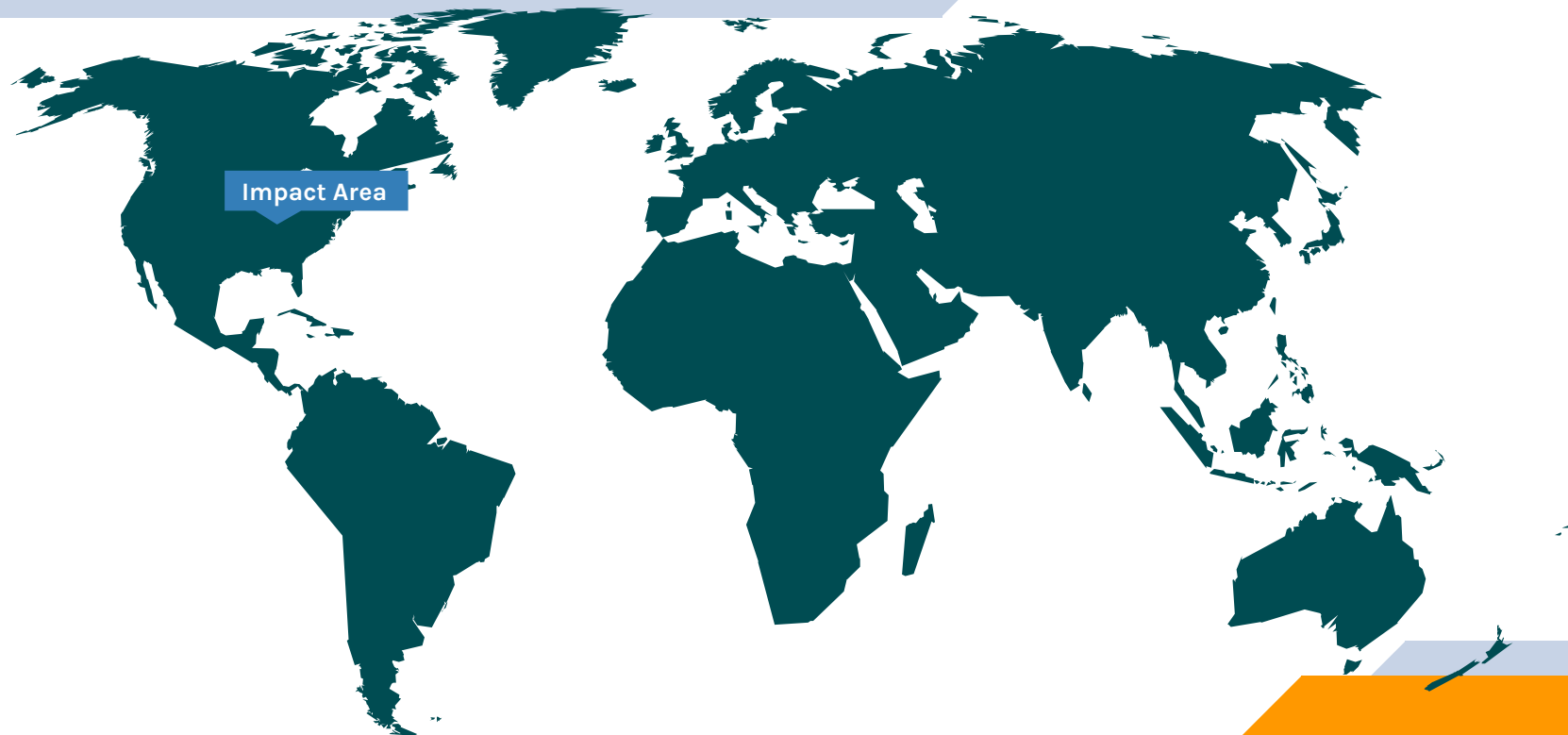
Donors:

- Developing startups
- Fundraising organizations lacking funds





Target Audience



2

UNPLUGGED

Digital Detox for a Cause

Solution

Coming together to make a difference



Solution

Smartphone App

- Connects phone users with a motivation to an incentive provided by local startups.
- Multiple membership options
- Self-sustaining through partnerships
- iOS and Android

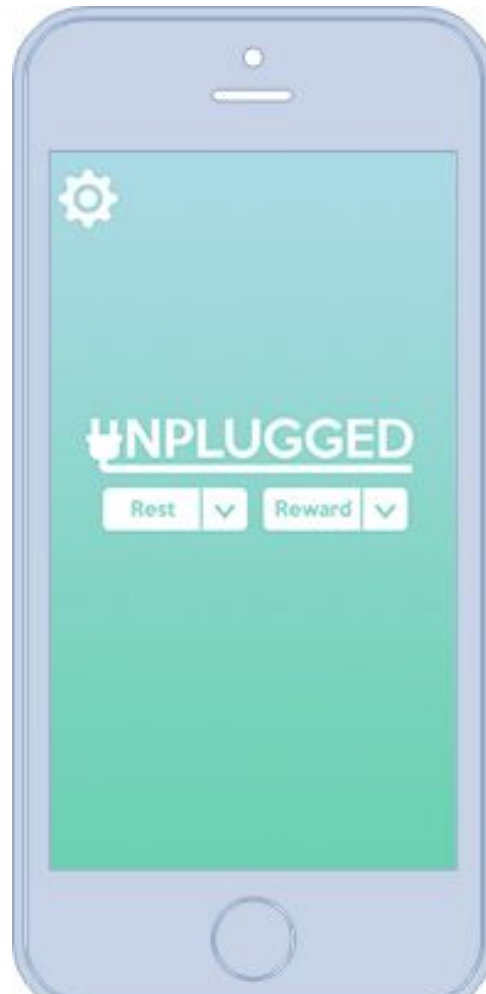




Minimum Viable Product (MVP)

- Video MVP that displays app functionality
 - Lack of membership plans
 - In-app incentives
 - Lack of extraneous features like leaderboard statistics
- Tests if incentive drives action.

iPHONE PROJECT



ANDROID PROJECT



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Market Analysis

Analyzing and collaborating effectively



Development Costs

App Development

- ◆ Ideation Costs
- ◆ Back-End Engineering Team
- ◆ Front-End Engineering Team
- ◆ Industrialists
- ◆ Graphic Designers

Advertisement

- ◆ Marketing Costs
- ◆ Direct Advertisements
- ◆ E-commerce
- ◆ Public Affairs



Pricing Model

20,734,862

Population of 13-17 Years Old in the US with Phones

10%

Initial Target Audience

2,073,486

Successful Captured Audience



Customer Segments

Market

Large Market with Applicability

Testing

- Mass survey feedback streams
- A/B Testing

Specificity

Segmented customer population that struggles to overcome phone addiction

Analysis: Assess growth of organization by observing revenue, analyzing the viral coefficient, and general costs



Customer Relationships



- Offering a mutually beneficial plan
 - Rewards for increased productivity with minimal (or no) cost
 - Phone users that are already internally motivated



Value Proposition

| | Unplugged | Forest | Advertisements |
|--|-----------|--------|----------------|
| Digital Detox | ✓ | ✓ | |
| User-Friendly - Motivation - Incentive | ✓ | | |
| Mutually Beneficial | ✓ | | ✓ |



Cost Structure

Freemium Plan

- Tickets rewarded based on time off phone
- Tickets entered into a raffle
- Chance of winning prize for efforts

Premium Membership

- In-app currency rewarded based on time off phone
- Currency used to directly purchase coupons and promotions
- Recurring fee of \$1.99 per month



Key Partnerships

- Develop iOS and Android compatible app
- Start locally; branch out
- Partner with successful apps in the current market
 - Gaming Apps
 - Music Apps (eg. Spotify)





Measurable Effects of Work

- **App Usage Statistics**
 - ▷ Downloads
 - ▷ Time Spent
 - ▷ Social Media Promotion
 - ▷ Money Raised
 - ▷ Ads Watched
 - ▷ Organizations Supported



“

DISCONNECTING *from technology*
to RECONNECT with ourselves is
ABSOLUTELY ESSENTIAL.



THANK YOU!

Any questions? Reach out to:

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